FILE
JUN 10 1946

FASHION CALENDAR

SUN.	MON.	TUES.	WED.	THURS.	FRI.	SAT.
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RUTH FINLEY, Editor
44 WEST 52nd STREET

FRANCES HUGHES, Associate Editor
NEW YORK 19, N.Y.

El.dorado 5-3693

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

WEEK ENDING FRIDAY, JUNE 7, 1946

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Now Going On- June 15	CHILD CELEBRITIES ENTERTAIN YOUNGSTERS	MACY'S NEW YORK	5TH FLOOR LITTLE THEATRE
	Free shows for children presented at 4:15 P.M. daily by child stars from Broadway hit shows and motion pictures under the direction of Marie Moser of the Mordkin-Moser Conservatory. Saturday shows at 2:00 P.M. and 4:00 P.M. Open to public. Publicity: Helen Law, CH. 4-2000, Ext. 2431.		
Friday June 7 9:00 A.M. Breakfast	PRESS PREVIEW: FALL FASHIONS	EISENBERG & SON CHICAGO	GOTHAM HOTEL BALLROOM
	Eisenberg & Sons's Fall collection of coats, suits, dresses and cosmetics will be shown to the press during breakfast. Attendance by invitation only. Publicity: Etta Loughran, Abbott-Kimball Co., PL. 3-9600.		
Friday June 7 12:30 P.M. Luncheon	GRADUATION LUNCHEON OF FASHION CLASS	LABORATORY INSTITUTE OF MERCHANDISING	WALDORF-ASTORIA SERT ROOM
	150 young women graduates representing every section of the United States (and Canada) will be guests of this fashion career school at a formal graduation ceremony and luncheon. Guest speakers: Col. Leon Mandel, President, Mandel Bros., Chicago; Esther Lyman, Merchandising Editor, Harper's Bazaar; Michael Schaap, Chairman of Board, Bloomingdale's. By invitation only. Publicity: Ellen Nolan, CH. 4-5288.		
Beginning Friday June 7- June 13	SHOWING OF FALL LINES	FASHION ORIGINATORS' GUILD OF AMERICA	INDIVIDUAL NEW YORK SHOWROOMS
	Members of the Guild still to show their Fall lines include:		
	Friday, June 7 SAMUEL KASS GOWNS, INC. Monday, June 10 ROSE BARRACK, INC. WILLIAM BASS DRESS CO. MARTIN SIMON, INC.	Tuesday, June 11 FOX-BROWNIE, INC. HANSEN BANG, INC. HERBERT SONDHEIM, INC. HANNAH TROY, INC. Thursday, June 13 ED GERRICK, INC.	
	Contact: Leonard W. Gendler, Executive Secretary, CH. 4-6945.		
Friday June 7- June 17	SPECIAL EXHIBITION OF STUDENT WORK	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET
	A comprehensive exhibition of art work by first year students of costume design and illustration, demonstrating the steps and techniques in the training of a fashion designer or artist. Open to public, weekdays 1:00 P.M. to 5:00 P.M. & 7:00 P.M. to 9:00 P.M.; Saturdays 1:00 P.M. to 5:00 P.M. Contact: Dorothy Tyroler, CO. 5-2077.		
June 8	LUGGAGE AND LEATHER GOODS WEEK (June 8-June 13)		

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DATE	WHAT'S GOING ON	GIVEN BY	WHERE

WEEK BEGINNING MONDAY, JUNE 10, 1946

Monday June 10 11:00 A.M.	FALL COLLECTION OF COATS AND SUITS	NORRIS-CONTI 55 FLATBUSH AVE.	SAVOY PLAZA HOTEL MANDARIN ROOM
	The debut collection of Norris-Conti coats and suits, originally scheduled for Wednesday, June 5, will be held on Monday, June 10, at 11:00 A.M. This new design-and-manufacturer firm's first collection will be shown at a joint press and trade review. Press invited. Trade by appointment. Contact: Mario Conti, NE. 8-5229.		
Monday June 10 1:00 P.M. Luncheon	"RUSSEKS SNAPS SUMMER IN BLACK AND WHITE"	RUSSEKS FIFTH AVENUE	ST. REGIS HOTEL ROOF
	Black and white Summer "heat-beaters" will be presented by Russeks during luncheon. Open to public. Press by invitation. Luncheon from $1.85. For reservations, contact: PL. 3-4500, Ext. 123. Russeks Publicity: Helen Moran, WI. 7-1900. St. Regis Fashion Publicity: Mary Alice Rice, PL. 3-4500.		
Monday June 10 4:30 P.M.- 6:00 P.M.	INFLUENCE OF MOVIES ON FASHION TRENDS	TRAPHAGEN SCHOOL & WARNER BROTHERS	EMBASSY CLUB 149 EAST 57TH ST.
	"Twenty Years of Sound Movie Fashions on Parade" -- a salute to Warner Brothers Twentieth Anniversary of sound motion pictures presented by the Traphagen School of Fashion. Showing the important role that movies have played in the field of American fashion -- from the premiere of the first sound picture, "Don Juan"; from the first all-talking picture, "Lights of New York"; to the 1946 technicolor production "Night and Day". Narrator and M.C.: Maggi McNellis of NBC. Attendance by invitation only. Contact: Warner Brothers Publicity, CI. 6-1000.		
Monday June 10 5:00 P.M.- 8:00 P.M. Cocktails	COCKTAIL PARTY FOR FASHION EDITORS	H. & S. POGUE CO. CINCINNATI, OHIO	HOTEL PIERRE ROOF GARDEN
	The press has been invited to a cocktail party by John C. Pogue, President, H. & S. Pogue Co. (Cincinnati, Ohio) to celebrate the inauguration of a national advertising campaign by this Cincinnati department store in leading fashion magazines. Attendance by invitation. Contact: Jean Hanson, LE. 2-7873.		
Monday June 10 7:00 P.M.- 10:00 P.M.	OPENING RECEPTION AND ANNUAL EXHIBITION	NEW YORK-PHOENIX SCHOOL OF DESIGN	160 LEXINGTON AVE. (AT 30TH STREET)
	"Commercial Art as a Career" will be discussed by Horace W. Hardy, art director of the Forbes Lithographic Co., Philadelphia and New York. The exhibition will be open to the public daily, Tuesday through Friday, from 10:00 A.M. to 9:00 P.M. Contact: CA. 5-2973.		
Monday June 10- June 14	GROUP SHOWING OF NEW FALL LINE	CORSET & BRASSIERES EXHIBITORS GUILD	HOTEL NEW YORKER 5TH & 6TH FLOORS
	The first constructive effort to show new Fall corset and brassiere lines in one hotel, for the convenience of buyers, with 70 exhibit rooms on the 5th and 6th floors of the Hotel New Yorker. Contact: Jed Sylbert, 220 5th Avenue.		
Beginning Monday June 10	FALL SHOWING OF NANTUCKET NATURALS	STYLE TRADES	498 SEVENTH AVENUE
	Showings at 10:30 A.M. and 2:30 P.M. daily. Contact: WI. 7-1061.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Monday June 10	OPENING OF FALL SPORTSWEAR LINES	THE SPORTSWEAR GUILD	MANUFACTURERS' SHOWROOMS

The members of the Sportswear Guild and their respective Fall opening dates are as follows:

June 10
STAR-MAID DRESSES, INC.

June 11
ADLER & ADLER, INC.
KANE-WEILL, INC.

June 12
DAVIDOW
DAVID M. GOODSTEIN, INC.
MUTUAL-ROSENBLOOM CO.

June 13
CHARLES W. NUDELMAN, INC.
ZOLTAN ROSENBERG
SPORT-CRAFT

Contact individual manufacturers.

Beginning Monday June 10	CALIFORNIA MILLINERY FALL OPENINGS	LOS ANGELES-HOLLYWOOD MILLINERY GUILD	718 SOUTH BROADWAY LOS ANGELES

Advance millinery showing sponsored by California's leading millinery designers, including Leslie-James, Weyman Bros., Caspar-Davis, Grace Nugent, Suzy-Lee, Regal Millinery, all of Los Angeles; and Simon Millinery and Dan Levin, of San Francisco. There will be a fashion show luncheon for visiting buyers and the press on June 11 in the Embassy Room of the Ambassador Hotel, Los Angeles.

Week Of June 10	FALL SHOWINGS: GUILD SHOE LINES	GUILD OF BETTER SHOE MANUFACTURERS	INDIVIDUAL SHOWROOMS OF SHOE MANUFACTURERS

Shoe manufacturers' main Fall showings of shoes for September, October, and November delivery and retail selling. According to Guild's merchandising calendar for its five annual openings, shoes to be purchased are the following: main Fall footwear in daytime, afternoon, cocktail and evening types; special promotion shoes; re-sizing of early Fall "buys". Members of the Guild of Better Shoe Manufacturers are Cangemi, Inc.; Delman, Inc.; Fox Shoe Mfg. Corp.; Jerro Bros.; Mackey-Starr, Inc.; Marino; I. Miller & Sons, Inc.; Newton Elkin Shoe Co.; Palter DeLiso, Inc.; Schwartz & Benjamin, Inc.; Thomas Cort Ltd.; Van Arden Shoe Co.; M. Wolf Sons, Inc.; Morris Wolock & Co.; Zuckerman & Fox, Inc. Contact: Kate Goldstein Kamen, Executive Secretary, 875 Fifth Avenue, RE. 4-4888.

June 10 REVIVAL OF RACING AT MONMOUTH PARK, LONG BRANCH, NEW JERSEY.

Tuesday June 11 12:30 P.M. Luncheon	SHOWING OF NEW FALL COLLECTION	EMILY WILKENS YOUNG ORIGINALS	ESSEX HOUSE COLONNADES ROOM

Emily Wilkens will present her new Fall Young Originals Collection during luncheon. By invitation only. Publicity: Eleanor Lambert, PL. 5-8580.

Tuesday June 11 2:30 P.M.	"THE TRAVELCADE OF FASHION" PRESENTATION	KRESGE-NEWARK 715 BROAD ST.	CONVENTION HALL ATLANTIC CITY

Kresge-Newark will present a fashion review for the Kiwanis Convention, showing 60 ensembles for wear in Bermuda, California, Canada and Mexico. Attendance by invitation. Publicity: Marie Guthrie, MItchell 2-8000, Ext. 474.

Tuesday June 11 3:00 P.M. Cocktails	PRESS PREVIEW OF FREDRICA FURS	SCHWARTZ & BLUESTEIN	345 SEVENTH AVENUE 16TH FLOOR

"Haute Couture in Precious Furs" presenting Fredrica's new Fall and Winter collection at a private cocktail party for the press. Attendance by invitation only. Publicity: Joanne Leps, LA. 4-2751.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday June 11 4:00 P.M. Cocktails	SHOWING OF FALL COLLECTION	KIVIETTE	ST. REGIS HOTEL IRIDIUM ROOM
	Kiviette will present her Fall collection of gowns, coats, suits, dresses, and dinner and evening clothes. Showing promptly at 5:00 P.M. Admission by card only. Publicity: Rosemary Sheehan, CI. 7-8060.		
Tuesday June 11 4:30 P.M. Cocktails	NEW FASHIONS AND TECHNICOLOR MOVIE	SAM FRIEDLANDER (530 SEVENTH AVE.)	HOTEL ASTOR GRAND BALLROOM
	"Selling to Stores", a 17½ minute technicolor movie, will be presented along with the new Fall "Paris in New York" Moyen Original fashions by Sam Friedlander, including cocktail and evening clothes, evening pajamas, bridesmaid and wedding gowns. (This showing will be repeated on Thursday, June 20 at 4:30 P.M.). Attendance by reservation only. Contact: Sam Friedlander, PE. 6-2663.		
Tuesday June 11 6:30 P.M. Dinner	SMALL STORES DIVISION DINNER MEETING	NATIONAL RETAIL DRY GOODS ASSN.	HOTEL NEW YORKER GRAND BALLROOM
	"Hidden Financial Hazards" will be discussed by Harold W. Scott, Vice President, The Pennsylvania Co., Philadelphia. "How to Establish a Frozen Food Department on a Sound Basis" will be the subject of Dr. G. Hodges Bryant, Chairman of the Board, Frozen Food Institute. Nancy Pepper, Fashion Editor, "Calling All Girls' Magazine", will speak on "Getting More of the Teen-Age Business". There will be open forum discussions on these and other subjects. Chairman: Marvin Oreck, Vice President, Oreck's, Duluth, Minn., and Chairman, Smaller Stores Division. Price: $5.00 per person. Contact: Leonard Mongeon, Manager, Smaller Stores Division, PE. 6-2155.		
Beginning Wednesday June 12	FALL COLLECTIONS VARDEN PETITE	VARDEN DRESS CO., INC.	530 SEVENTH AVENUE 8TH FLOOR
	Presentation of new Fall collection at 10:30 A.M., 1:30 P.M., and 4:30 P.M. Attendance by appointment. Contact: Miss Margo, PE. 6-5460.		
Wednesday June 12 12:00 P.M. Luncheon	PRESS PREVIEW: FALL EYE GROOMING	AZIZA CORP. OF AMERICA (18 EAST 49TH ST.)	RYE NEW YORK
	Preview of post-war packaging, eye-filling preparations, and a new Aziza-created eye make-up color for correlation with Fall fashions. Attendance by invitation only. Publicity: Sara Fox, MU. 3-6526.		
Wednesday June 12 12:15 P.M. Luncheon	DISCUSSIONS OF FALL APPAREL OUTLOOK	NATIONAL RETAIL DRY GOODS ASSOCIATION	HOTEL PENNSYLVANIA SALLE MODERNE
	"How to Plan Our Merchandising Operations through Fall" will be discussed at a luncheon meeting of the Ready to Wear Group of the NRDGA. Speakers include: Arthur Fatt, executive vice-president, Grey Advertising Agency, on "The Future of National Magazine Advertising by Retailers"; Hal W. Kenaston, president and general manager, Bonwit Teller & Co., Philadelphia, who will give his impressions of the growing importance of the San Francisco and Los Angeles markets, which he has just visited; Sylvan Stroock, President, S. Stroock & Co., on the Fall woolen situation; and J. E. Spears, vice-president, Mallinson Fabrics Corp., on the Fall rayon outlook. These talks will be followed by a panel discussion on the fabric situation. Contact: PE. 6-2155.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday June 12 4:00 P.M. Cocktails	ANNUAL FASHION SHOW AND PRESS PARTY	NATIONAL NEEDLE-CRAFT BUREAU	WALDORF-ASTORIA SERT ROOM

Sixth annual National Sewing Contest Fashion Show and Cocktail Party, sponsored by the National Needlecraft Bureau, to award prizes to seven national sewing champions. There will be modeling of winning costumes which were selected by the following board of judges: Jinx Falkenburg, star of screen and radio; Katherine Vincent, fashion editor, N. Y. Herald Tribune; Ceil Chapman, designer; Anna Tighe, assistant director of sewing, New York City public schools; Robin Chandler, fashion editor, N. Y. Journal-American; Florence Pritchett, special representative, David O. Selznick Productions; Lucille Rivers, stylist, McCall Pattern Co. Alma Kitchell, American Broadcasting Company, will be Mistress of Ceremonies. Attendance by invitation only. Publicity: Grace Turner, of Win Nathanson Assoc., MU. 2-6560.

Wednesday June 12 4:30 P.M.	SEMI-ANNUAL FASHION PRESENTATION	WOOLKNIT ASSOCIATES	PIERRE HOTEL BALLROOM

Twelfth semi-annual fashion presentation by Woolknit Associates for buyers, merchandise managers, and fashion press, by invitation only. Under direction of June Hamilton Rhodes, Bureau of Fashion Trends, WI. 7-7476.

Cancelled June 12	THE PRESS PREVIEW OF NEW COSMETIC PRODUCTS BY HELEN NEUSCHAEFER, ORIGINALLY SCHEDULED FOR WEDNESDAY, JUNE 12, AT 4:30 P.M. HAS BEEN POSTPONED. NEW DATE WILL BE ANNOUNCED LATER. PUBLICITY: ELEANOR ROWLANDS, ROWLANDS ASSOCIATES, MO. 4-9292.

Wednesday June 12 5:00 P.M. Cocktails	MALE-TESTED MILLINERY FASHION PRESENTATION	COSMPOLITAN MAGAZINE	STORK CLUB BLESSED EVENT ROOM

Cosmopolitan's monthly fashion presentation will feature hats, and will be shown to a select male celebrity jury under the direction of Hinda Gould, Fashion Editor. Attendance strictly by invitation. Contact: CO. 5-7300.

Wednesday June 12 8:00 P.M.	PRESENTATION OF ANNUAL TELEVISION AWARDS	AMERICAN TELEVISION SOCIETY	BARBIZON PLAZA THEATRE 6TH AVE. & 58TH ST.

Presentation of annual American Television Society awards and induction of officers. Meeting will be televised. Admission by ticket only. Contact: George T. Shupert, 1501 Broadway.

Wednesday June 12- June 19	DISPLAY OF TWELVE TABLE SETTINGS	JOHN WANAMAKER (B'WAY & 9TH)	4TH FLOOR GIFT SHOP

Twelve conversation-piece table settings, designed by Edward Langbein, will inspire original ideas for entertaining. Included are: an unusual domino table contrasting black with white; a Chinese table setting in tones of gold; "A.M.," a breakfast setting for four, in white, yellow, and green; "P.M.," a sophisticated midnight supper setting for two; "For Men Only," with barber poles used for table legs, moustache cups, mugs, ale glasses, etc.; a "Dark Horse," attached to a table cart, providing an amusing outdoor setting for a buffet supper; and others. Open to public. Publicity: Florence O'Keefe, ST. 9-4700.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday June 13-June 14 3:00 P.M.-6:00 P.M.	"GET ACQUAINTED" COCKTAIL PARTY	COTTON TEXTILE INSTITUTE	320 BROADWAY 11TH FLOOR
	The Cotton Textile Institute will have a "Get Acquainted" party to introduce their new fashion director, Margot Herzog, who will do fashion coordination and publicity for cotton. For press on Thursday, and trade on Friday. Contact: WO. 2-0270.		
Thursday June 13 4:00 P.M. Cocktails	PRESS PREVIEW: IMPORTED FRENCH HANDBAGS	PARISIAN HANDBAG CO. (14 EAST 33RD ST.)	HAMPSHIRE HOUSE COTTAGE
	A press showing of imported French Dofan handbags, presented by the Parisian Handbag Co. Attendance by invitation only. Publicity: Gladys Steiner, Lester Harrison Inc., MU. 3-1267.		
Friday June 14	EXHIBITION: FINE ARTS UNDER FIRE	METROPOLITAN MUSEUM OF ART	5TH AVE. & 82ND ST.
	Exhibition of photographs assembled by the editors of Life Magazine and prepared in collaboration with the American Commission for the Protection and Salvage of Artistic and Historic Monuments in War Areas. Open to public. Publicity: Charlotte Hughes, RH. 4-7690.		
June 14	FLAG DAY (Friday)		
Saturday June 15 10:30 A.M.	"HURDY-GURDY" SUMMER FASHION SHOW	THE NAMM STORE BROOKLYN	5TH FLOOR AUDITORIUM
	Namm's All Girls' Club will present gay summer fashions for girls, with a "hurdy-gurdy" man supplying the appropriate background music. Guests: Herb Shriner, humorist; Margaret Whiting, singer. Open to public. Publicity: Marion Barnet, TR. 5-5700.		
June 15	FEDERAL INCOME TAX, SECOND PAYMENT DUE. (Saturday)		
June 16	FATHER'S DAY (Sunday) This year's theme: "Honor Our Veterans -- Give Thanks This Father's Day."		
	For posters and material, contact: National Father's Day Committee, 50 East 42nd St.		
Monday June 17	FALL COLLECTION IN LONDON	RIMA MODELS LTD.	25 BRUTON STREET LONDON, ENGLAND
	Rima of London will present their new Autumn collection.		
Tuesday June 18 4:00 P.M.-6:00 P.M. Cocktails	PRESS PREVIEW: JUNIOR FASHIONS FOR FALL	JOAN NORTON IRWIN	ST. REGIS HOTEL PENTHOUSE
	Joan Norton Irwin will show her Fall collection of junior designs -- "straightforward and adult with smooth-sailing sophistication." Attendance by invitation only. Publicity: Rosemary Sheehan, CI. 7-8060.		
Wednesday June 19 12:30 P.M. Luncheon	LUNCHEON FOR BEAUTY EDITORS	BOURJOIS, INC. (35 WEST 34TH ST.)	PLACE TO BE ANNOUNCED
	A luncheon by Bourjois for newspaper and magazine beauty editors. Attendance by invitation only. Publicity: Grace Coppage, WI. 7-8170.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday June 19 2:30 P.M.	"ROSES IN HERSHEY ROSE GARDENS"	HORTICULTURAL SOCIETY OF NEW YORK	598 MADISON AVENUE
	Speaker: Harry L. Erdman, President, American Rose Society, who will discuss "Roses in the Hershey Rose Gardens" -- with exhibits of roses and sweet peas. Open to public. Publicity: Elizabeth Peterson, PL. 3-8651.		
Wednesday June 19- June 20	FIRST PEACETIME FASHION SHOW	TORONTO FASHION INDUSTRIES	PALACE PIER TORONTO, CANADA
	The Toronto Fashion Industries will present a two-day fashion show, featuring one garment each from every member of the industry -- furs, sportswear, children's wear, corsets, dresses, blouses, suits, lingerie, and leather goods. Commentator and Supervisor: Fern Smith. Contact: Harold Cowan, Executive Director.		
Thursday June 20 12:15 P.M. Luncheon	MONTHLY LUNCHEON MEETING	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ROOSEVELT BALLROOM
	Speaker: H. Stanley Marcus, executive vice president, Neiman-Marcus & Co., who has just returned from a tour of European manufacturing centers. His subject will be "Europe from the Merchant's Point of View." Chairman of program committee: Eleanor Pollock. Price: $3.10 for members; $3.50 for guests (including tax and tip). Reservations close Wednesday, June 19, at 5:00 P.M. Contact: The Fashion Group, Inc., CI. 7-3940.		
Thursday June 20 4:00 P.M. Cocktails	PRESS SHOWING: FALL MILLINERY COLLECTION	PEG FISCHER	ST. REGIS HOTEL PENTHOUSE
	A formal showing of Peg Fischer's Fall millinery collection at the Penthouse of the St. Regis Hotel. Attendance by invitation only. Publicity: Rosemary Sheehan, CI. 7-8060.		
Thursday June 20 4:30 P.M. Cocktails	TECHNICOLOR MOVIE AND FASHION SHOW	SAM FRIEDLANDER (530 SEVENTH AVE.)	HOTEL ASTOR GRAND BALLROOM
	Repetition of June 11 "Paris in New York" Fall fashion presentation (See Page 4, Item 2) and "Selling to Stores," technicolor movie. Attendance by reservation only. Contact: Sam Friedlander, PE. 6-2663.		
Friday June 21	EXHIBITION: CONTEMPORARY AMERICAN PAINTING	METROPOLITAN MUSEUM OF ART	5TH AVE. & 82ND ST.
	Exhibition of contemporary American painting and sculpture, the works of artists of our own time and country, from the Museum's collection. Open to public. Publicity: Charlotte Hughes, RH. 4-7690.		
Beginning Friday June 21	OPENING OF FALL COLLECTION	TRIGERE	29 WEST 57TH STREET
	Presentation of the Trigere Fall collection at 10:30 A.M. and 2:30 P.M. daily, beginning Friday, June 21. By appointment only. Contact: Robert Trigere, PL. 3-6778.		
June 21	FIRST DAY OF SUMMER (Friday)		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Week Of June 23-June 29	ANNUAL DISPLAY MARKET WEEK	NATIONAL ASSOCIATION OF DISPLAY INDUSTRIES	HOTEL NEW YORKER
	The Display industry's first large postwar market event, with an exhibit of manufacturers' products, new techniques, materials, sources, fashions, and lighting. Included will be a joint clinic with retailers and a group of fashion editors demonstrating on live models fashion points with which display people should be familiar.		
Week Of June 24-June 29	ANNUAL "SWIM FOR HEALTH" CAMPAIGN	SWIM FOR HEALTH ASSOCIATION	THROUGHOUT THE COUNTRY
	Eleventh annual "Swim for Health" campaign--to increase American swimming and promote the teaching of swimming. Bulletins, posters, and displays featuring fashion photographs, articles on swimming for health, for beauty, etc. Contact: Martin Stern, Exec. Secy, 60 East 42 St. VA. 6-0543.		
Tuesday June 25 3:30 P.M.	PRESS SHOWING OF FALL MILLINERY	BRAAGAARD	17 WEST 57TH STREET SALON
	Braagaard will show his advance collection of Fall millinery to the press. Attendance by invitation only. Publicity: Rosemary Sheehan, CI. 7-8060.		
Wednesday June 26 11:00 A.M.	PRESS SHOWING OF NEW FUR FASHIONS	MAXIMILIAN FURS, INC.	20 WEST 57TH STREET SALON
	Maximilian presents his trend-setting creations in fur fashions for Fall and Winter. Attendance strictly by invitation. Publicity: Rosemary Sheehan, CI. 7-8060.		
Wednesday June 26 2:30 P.M.	PRESS SHOWING: FALL MILLINERY	MADAME PAULINE	6 EAST 53RD STREET SALON
	New Fall and Winter millinery will be shown to the press by Madame Pauline. Attendance by invitation only. Publicity: Mary Alice Rice, CI. 6-1790.		
Wednesday June 26 4:30 P.M. Cocktails	PRESS SHOWING: FALL AND WINTER COLLECTION	VARDEN DRESS CO., INC.	530 SEVENTH AVENUE 8TH FLOOR
	Press showing of Fall and Winter Varden Petite dress collection. Attendance by invitation only. Contact: Miss Margo, PE. 6-5460.		
Wednesday June 26 6:30 P.M. Dinner	PRESS SHOWING OF JEWELS BY TRIFARI	TRIFARI	ST. REGIS HOTEL IRIDIUM ROOM
	Press presentation of the new Fall line of Jewels by Trifari at a very informal Cocktail and Dinner party. Attendance strictly by invitation. Publicity: Viola Shefer, PL. 3-3173.		
Thursday June 27	FIRST FASHION SHOW ABOARD A CONSTELLATION	BILLIE GOULD, INC.	LAGUARDIA AIRPORT
	"Flights of Fashion", from New York to Paris and London, with 3 preview flights for the press inaugurating the first airborne fashion show board a Constellation. Fashions fit to be flown around the world as the first step in an educational program to show women how they can be well-dressed with only 55 lbs. of luggage. Designers represented: junior and play clothes, Dorris Varnum; slacks, lounge pajamas, and coats by Tula; suits and afternoon and evening gowns, Harry Shacter of Miss America; blouses, Judy Bond; hats, John Frederics, Jr.; Amelia Earhart luggage; packable Heller Jersey fabrics; jewelry wardrobe by Jordan; shoes by Delman. Tuya perfume to all passengers. Press flights will be broadcast over an NBC National hookup, with Maggi McNellis as commentator. More details later. Attendance strictly by invitation. Publ.: Billie Gould, Inc., LA. 4-8773.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday July 1 3:00 P.M.	PRESS REVIEW: FALL AND WINTER MILLINERY	GERMAINE VITTU	509 MADISON AVENUE SALON (SUITE 908-10)
	Exclusive Fall and Winter millinery by Germaine Vittu, presentation by Mme. Paule Madoc. Press strictly by invitation. Publicity: Anna T. Moore, ST. 9-6000.		
July 4	INDEPENDENCE DAY (Thursday) -- Stores closed.		
Monday July 8- July 21	CHICAGO MILLINERS HOLDING N.Y. SHOWING	CHICAGO MILLINERY GROUP	HOTEL McALPIN
	For the fourth consecutive year, the Chicago Millinery Group, representing 16 Chicago manufacturers, will stage its semi-annual New York showing. Manufacturers represented are: C-R Millinery Co.; Empire Hat Works; Armande Hats; Becker & Weiner; J. B. Carroll; Louis Feldman Hat Manufacturing Co.; Flo-Lill; Gloria Hats; Hans Hermann; Janet Hats; Lora Lee; Lucky Bridal Veil; Madison Hats; Merit Hat Co.; Louis Miller, and Richard Hats. There will be a cocktail party for buyers on Monday, July 15. Attendance by invitation.		
Wednesday July 10 4:00 P.M. Cocktails	FALL MILLINERY PRESS SHOWING	FLORENCE REICHMAN	1 WEST 57TH STREET SALON
	Presentation of Florence Reichman's new Fall and Winter millinery collection. Attendance by invitation only. Contact: PL. 8-1525.		
Thursday July 11 10:30 A.M.	PRESS PREVIEW: FALL MILLINERY COLLECTION	JOHN-FREDERICS	29 EAST 48TH STREET SALON
	Millinery collection to be shown to the press by John-Frederics, strictly by invitation. Publicity: Ruth Ann French, PL. 3-1010.		
July 22- July 26	WINTER AND HOLIDAY SHOWINGS BY THE AMERICAN FASHION ASSOCIATION AND THE DALLAS FASHION AND SPORTSWEAR CENTER IN DALLAS, TEXAS.		
Wednesday Sept. 4	RESUMPTION OF WEEKLY FASHION SHOWS AT THE WALDORF-ASTORIA HOTEL.		
	Luncheon Fashion Shows will be resumed at the Waldorf-Astoria on Wednesday, September 4, on the Starlight Roof. Five shows will be held on the Roof prior to the opening of the Sert Room for the Autumn and Winter season of 1946-47. Exhibitors showing on the Starlight Roof will be: September 4, Original Gowns designed by Edith Head for Loretta Young in her forthcoming Paramount picture "Perfect Marriage" (gowns to be modeled by Loretta Young in person); September 11, Arnold Constable; September 18, Hattie Carnegie; September 25, Dobbs Park Avenue; October 2, Dein-Bacher of the Waldorf. The Sert Room Luncheon Fashion Shows will resume on Wednesday, October 9, with the following shows scheduled: October 9, The Tailored Woman (tentative); October 16, Russeks Fifth Avenue. Additional fashion shows will be announced later. Waldorf Publicity: Ted Saucier, EL. 5-3000.		

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MUSIC...THEATRES...MOVIES...NIGHT SPOTS

Friday June 7

PREMIERE: "WITHOUT RESERVATIONS" (Movie) RKO PALACE THEATRE, BWAY & 47 ST
An RKO-Radio production, presenting Claudette Colbert as a glamourous novelist in search of a leading man, and John Wayne as a footloose and glad-of-it flier. Produced by Jesse L. Lasky, with Don Defore, Anne Triola, and Louella Parsons. Screen play by Andrew Solt. Director: Mervyn LeRoy. Costumes: Adrian. Publicity: Rutgers Neilson, CO. 5-6500.

Sunday June 9-June 14

CARNEGIE "POP" CONCERTS CARNEGIE HALL, 57TH ST. & 7TH AVE.
Sixth week in seven weeks' series of classical and popular music, with the following conductors and artists for this week:

Sun. June 9--Andre Brummer, conductor. Irra Petina, mezzo-soprano, and Robert Shafer, tenor. Also Edna Bockstein pianist.

Mon. June 10-"Jazz at the Philharmonic." (Third presentation)

Tues. June 11-"Song Writers on Parade." Bert Shefter, conductor-pianist; Virginia MacWatters, soprano; Frank Parker, tenor; others.

Wed. June 12-"Highlights of the Opera." David Broekman, conductor; Amri Galli-Campi, coloratura; Thelma Votipka, Mezzo-soprano; others.

Thurs. June 13-Composer-conductor Arthur Kreutz; Natalie Bodanya, soprano; Hubert Norville, tenor; Teddy Wilson, jazz pianist.

Fri. June 14-"Songs and Dances of the USSR." Eugene Plotnikoff and Dr. Antin Rudnitsky, conductors. Gary Grafman, pianist; others.

Tickets: $1.00 to $3.00 plus tax. Refreshments at popular prices.
Publicity: The Earl Ferris Co., Hope Associates Division, PL. 5-3100.

Wednesday June 12-Aug. 11

OPENING: GOLDMAN BAND CONCERTS CENTRAL PARK MALL
The Goldman Band will open its regular summer series of Daniel and Florence Guggenheim Memorial Concerts conducted by Edwin Franko Goldman. The band will play on the Mall Monday, Wednesday, Friday and Sunday evenings, and in Brooklyn the remaining nights of the week.

Monday June 17

PREMIERE: "HENRY V" (Movie) N. Y. CITY CENTER, 131 WEST 55TH ST.
First movie to be sponsored by the Theatre Guild, Laurence Olivier's $4,000,000 technicolor adaptation of Shakespeare's "Henry V", made in England and released by United Artists, with Laurence Olivier in the leading role. This is the first motion picture to be shown at the City Center, and will be shown twice daily, at 2:30 P.M. and 8:30 P.M. All seats reserved at $2.00. Costumes: Roger Furse.
Publicity: Tess Michaels, BR. 9-7300.

Beginning Monday June 17-August 11

STADIUM CONCERT PERFORMANCES, LEWISOHN STADIUM, 138TH AT AMSTERDAM AVENUE
Twenty-ninth consecutive Stadium concert season will open with Artur Rodzinski conducting the Philharmonic-Symphony, and Artur Rubinstein as soloist playing Brahms' Second Piano Concerto. Tickets: unreserved seats at 60¢; reserved seats, $1.20; reserved field seats, $1.80; reserved seats at tables, $2.40. Unreserved seats at 60¢ and $1.20 obtainable at Lord and Taylor's accomodation desk, Hearn's, and at the Namm Store, Brooklyn.
Publicity: Margaret Hartigan, CI. 5-7348

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